Ernie Beffel

From:	Ernie Beffel
Sent:	Monday, July 20, 2009 11:04 AM
To:	'Beth.Boswell@USPTO.gov'
Subject:	FW: Draft claim set for discussion at 2 pm EDT; App. No. 09/760,377
Importance:	High
Attachments:	Ernie Beffel (HBW LLP).vcf; 2009-07-20 Draft claim set (00172890).DOC

This version isolates the claims for discussion, instead of including them in a copy of the prior response to office action. The claim text is the same, but this is a better version to work from.

From: Ernie Beffel
Sent: Monday, July 20, 2009 11:01 AM
To: 'Beth.Boswell@USPTO.gov'
Cc: Nicole A. Pannoni
Subject: Draft claim set for discussion at 2 pm EDT; App. No. 09/760,377
Importance: High

Dear Beth:

Rather than trying to read a claim set to you over the telephone, I thought that it would make more sense to present it in writing.

This new claim set emphasizes simplified data entry, instead of the unitary nature of the event calander database. The data entry is drawn from pages 6-7 of the application.

We look foward to talking to you and very much appreciate your willingness to discuss wording that frames our disclosure in a way that works for you.

Best regards, Ernie Beffel

PS, Pursuant to MPEP 713.01 and 502.03, recognizing that Internet communications are not secure, I hereby authorize the USPTO to communicate with me concerning any subject matter of this application by electronic mail. I understand that a copy of these communications will be made of record in the application file.

Haynes Beffel & Wolfeld LLP
637 Main Street
PO Box 366
Half Moon Bay, CA 94019

650-712-0340 *main*
650-712-0263 *fax*

415-902-6112 *cell*
"ebeffel" *or* 650-276-0489 *Skype*

8/25/2009

101. (New) A computer-implemented method of facilitating data entry and planning for a multitude of goods at a plurality of stores, the method including:

creating a causal calendar in machine readable memory that stores event data for the multitude of goods at the plurality of stores in event data tuples, the data tuples including at least a good identifier, a store identifier, a start date, a stop date and an event type identifier;

creating at least one store hierarchy that organizes the plurality of stores and at least one goods hierarchy that organizes the multitude of goods, wherein the store hierarchy and the goods hierarchy are data structures that simplify entry of the event data into the causal calendar;

presenting a user interface to a planning user

that allows the user to select individual goods or to select groups of goods using the goods hierarchy, to select individual stores or select groups of stores using the store hierarchy, and to select an event type using the event type identifier, and

that accepts event data to be entered into the causal calendar;

receiving user entered event data from the user via the interface and applying the event data to add at least one event to the event calendar by creating at least one event data tuple associated with the selected goods and the selected stores and having the selected event type;

periodically forecasting demand using a processor, accessing the event data tuples, and applying demand modifiers associated with the event type identifiers.

102. (New) The computer-implemented method of claim 101, wherein the event type identifiers accommodate both retailer-sponsored promotional events and exogenous events related to holidays and to local events not sponsored by the retailer that impact traffic at particular stores.

103. (New) The computer-implemented method of claim 102, wherein the event type identifiers further accommodate promotions and withdrawal from sale of substitute or complementary products.

104. (New) The computer-implemented method of claim 101, wherein the causal calendar stores in a single database the event data for both retailer-sponsored promotional events and exogenous events related to holidays and to local events not sponsored by the retailer that impact traffic at particular stores.

105. (New) The computer-implemented method of claim 101, wherein the good identifier and store identifier of the data tuples accept group identifiers, whereby a single data tuple applies to the selected group of goods and the selected group of stores.

106. (New) The computer-implemented method of claim 101, further including storing in the data tuples grouped good identifiers and grouped store identifiers, whereby a single data tuple applies to multiple goods and to multiple stores.

107. (New) The computer-implemented method of claim 101, further including generating from the forecasting orders to meet expected sales.

108. (New) The computer-implemented method of claim 101, further including generating from the forecasting allocations or distributions among the stores of goods in inventory.

109. (New) The computer-implemented method of claim 108, wherein the goods are fashion goods that have a single season as a new fashion.

110. (New) The computer-implemented method of claim 108, wherein the goods are seasonal goods that have a selling season, at the end of which a sellout is preferred.

101. (New) A computer-implemented method of facilitating data entry and planning for a multitude of goods at a plurality of stores, the method including:

creating a causal calendar in machine readable memory that stores event data for the multitude of goods at the plurality of stores in event data tuples, the event data tuples including at least a good identifier, a store identifier, a start date, a stop date and an event type identifier;

creating at least one store hierarchy that organizes the plurality of stores and at least one goods hierarchy that organizes the multitude of goods, wherein the store hierarchy and the goods hierarchy are data structures that simplify entry of the event data into the causal calendar;

presenting a user interface to a planning user

the user interface allowing user selection of individual goods and user selection groups of goods as nodes in the goods hierarchy, allowing user selection of individual stores and user selection of groups of stores as nodes in the store hierarchy, and allowing user selection of an event type using the event type identifier, and

that accepts event data to be entered into the causal calendar;

receiving user entered event data from the user interface;

creating from the user entered event data at least one event data tuple in the causal calendar using the selected goods node and the selected stores node and having the selected event type, wherein using athe node for a group applies the user entered event data to goods or stores for the group falling under the node in the hieirarchy; and

periodically forecasting demand using a processor, accessing the event data tuple in the causal event calendar, applying demand modifiers associated with the event type identifiers, and generating analytical reports using the demand forecast.

To: Ernie Beffel (650) 712 0263

From: Beth Boswell

Re: Draft claim concepts

Please also consider US 7,222,082, which will be cited on record in the next office communication

3 pages

101. (New) A computer-implemented method of facilitating data entry and planning for a multitude of goods at a plurality of stores, the method including:

creating a causal calendar in machine readable memory that stores event data for the multitude of goods at the plurality of stores in event data tuples, each of said event data tuples including at least a good identifier, a store identifier, a start date, a stop date and an event type identifier;

creating at least one store hierarchy, said store hierarchy organizing the plurality of stores and containing selectable nodes, and at least one goods hierarchy, said goods hierarchy organizing the multitude of goods and containing selectable nodes, wherein the store hierarchy and the goods hierarchy simplify entry of the event data into the causal calendar;

presenting a user interface to a planning user, the user interface allowing user selection with respect to the at least one goods hierarchy of an individual good and a goods node representing a grouping of goods and user selection with respect to the at least one store hierarchy of an individual store and a stores node representing a grouping of stores and the user interface further allowing user selection with respect to event type using the event type identifier;

receiving, from the planning user via the user interface, the user selections with respect to the goods hierarchy, the store hierarchy, and the event type identifier;

creating at least one event tuple in the causal calendar using the user selections of the goods node and the stores node and the event type identifier thereby creating a multi-level grouping of goods or stores, wherein selection of the goods node or the stores node causes populating of the at least one event tuple to occur for all goods grouped with the goods node or all stores grouped with the stores node in the goods hierarchy or store hierarchy;

periodically forecasting demand, using a processor, by accessing the at least one event data tuple in the causal calendar, and by applying demand modifiers associated with the selected event type identifier; and

generating analytical reports using the forecasted demand consistently across all systems associated with the causal calendar, the analytical reports including at least one of ordering, distributing, and bottom-up planning.

101. (New) A computer-implemented method of facilitating data entry and planning for a multitude of goods at a plurality of stores, the method including:

creating a causal calendar in machine readable memory that stores event data for the multitude of goods at the plurality of stores in event data tuples, each of said event data tuples including at least a good identifier, a store identifier, a start date, a stop date and an event type identifier;

creating

at least one store hierarchy, said store hierarchy organizing the plurality of stores and containing selectable nodes, and

at least one goods hierarchy, said goods hierarchy organizing the multitude of goods and containing selectable nodes,

wherein the store hierarchy and the goods hierarchy simplify entry of the event data into the causal calendar;

presenting a user interface to a planning user, the user interface allowing

user selection with respect to the at least one goods hierarchy of an individual good and a goods node representing a grouping of goods,

user selection with respect to the at least one store hierarchy of an individual store and a stores node representing a grouping of stores, and

user selection with respect to event type using the event type identifier;

receiving, from the planning user via the user interface, user selections with respect to the goods hierarchy, the store hierarchy, and the event type identifier and using the received user selections to create at least one event tuple in the causal calendar, wherein selection of the goods node or the stores node causes populating of the event tuple to occur for all goods grouped with the goods node in the goods hierarchy or all stores grouped with the stores node in the store hierarchy;

periodically forecasting demand, using a processor, by accessing the event data tuple in the causal calendar and by applying demand modifiers associated with the selected event type identifier; and

generating analytical reports using the forecasted demand including at least one of ordering, distributing, and bottom-up planning.